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Dealer Honored 24

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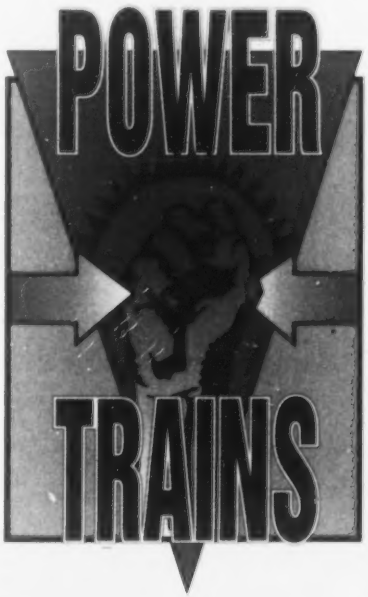

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June Delivers Sales Upturn

East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin; Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming; Northeast: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont; Pacific: Alaska, California, Oregon, Washington, Hawaii; South Atlantic: Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; South Central: Texas, Oklahoma, Arkansas, Louisiana, Tennessee, Mississippi, Alabama.

The midpoint of 1992 found the RV industry continuing its uneven recovery from the 1991 recession. June brought encouraging reports that motorhome retail sales were up 12.2% compared with the same month of 1991, while RV-trailer sales climbed 19.2% over June of last year.

Retail sales activity for the first six months of 1992 also continued to surpass year-to-date 1991, as motorhomes sales rose by 6.2%, or 1,232 units, and RV trailers outpaced 1991 by 18.7%, equal to 10,265 units. Year-to-date, sales were strongest in the Mountain region, where motorhomes logged their largest gain in Utah and RV trailers excelled in Idaho. Further information on activity by region can be seen in figures 1-4, which rank the seven national regions by their percentage changes in performance in June.

Although the pace of improvement during the first half of 1992 was unsteady, the RV market clearly was moving up out of the depths of 1991. The RV-trailer sector led the industry's growth with sales of lower-priced product, but mid- to higher-priced product lines moved well, too. Conventional Class C's had the strongest showing in the motorhome market, although Class A's did experience an increase in June.

RV TRAILERS, JUNE '92

June '92 Rank	Region	% of Change from June '91	May '92 Rank
1	S. Central	41.4	2
2	Mountain	29.7	1
3	Northeast	24.8	6
4	E.N. Central	17.1	5
5	Pacific	14.8	7
6	S. Atlantic	8.8	4
7	W.N. Central	-1.5	3

Figure 1

RV TRAILERS, YEAR-TO-DATE

June '92 Rank	Region	% of Change Year-to-Date	May '92 Rank
1	Mountain	37.1	1
2	S.Central	23.0	4
3	W.N. Central	21.4	2
4	E.N. Central	19.0	3
5	Northeast	14.6	7
6	S. Atlantic	12.9	5
7	Pacific	12.0	6

Figure 2

MOTORHOMES, JUNE '92

June '92 Rank	Region	% of Change from June '91	May '92 Rank
1	S. Central	28.8	6
2	S. Atlantic	24.6	3
3	E.N. Central	18.1	1
4	Northeast	8.2	4
5	Pacific	7.3	7
6	Mountain	5.3	5
7	W.N. Central	-6.2	2

Figure 3

MOTORHOMES, YEAR-TO-DATE

June '92 Rank	Region	% of Change Year-to-Date	May '92 Rank
1	Mountain	14.1	2
2	S. Central	11.8	5
3	Northeast	11.5	1
4	E.N. Central	10.1	4
5	W.N. Central	5.5	3
6	S. Atlantic	2.9	7
7	Pacific	.8	6

Figure 4

Overall, the industry's situation in June provided reason for optimism about the closing half of '92.Δ—*Thomas Walworth*

COMPUTER GRAPHICS: CAROL HENRY

Thomas Walworth is general manager of Statistical Surveys Inc., Grand Rapids, Mich., which has reported retail statistics to the RV industry for 30 years. Statistical Surveys is an acknowledged leader in the RV statistical field.

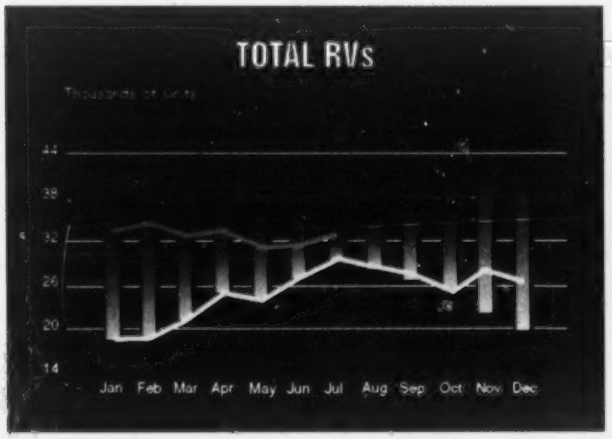

Figure 1

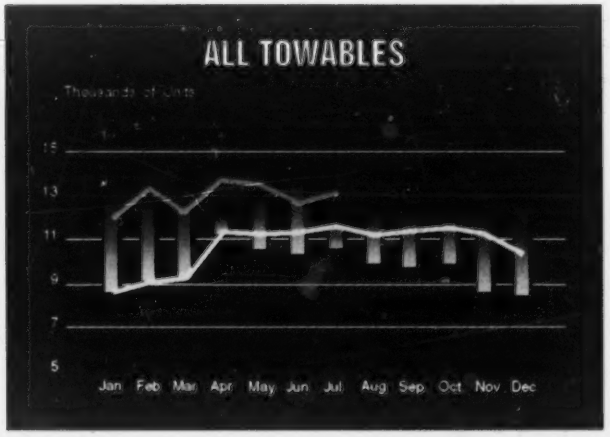

Figure 2

1988-91 Shipments Range
1991 Monthly Shipments
1992 Monthly Shipments

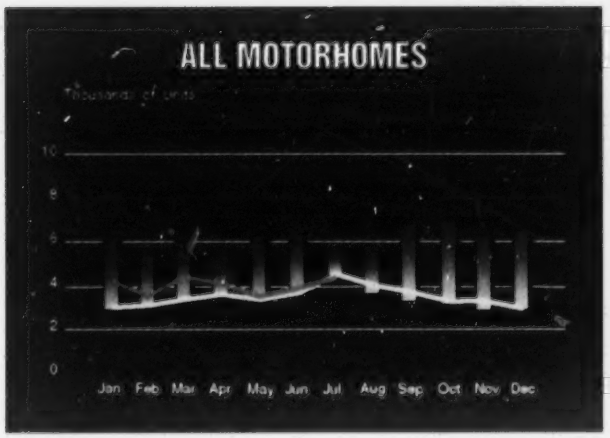

Figure 3

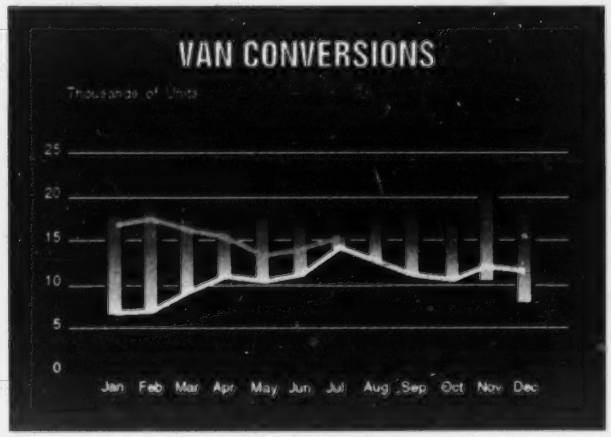

Figure 4

July Shipments Advance Across the Board

Every sector of the RV industry experienced improvement in July, as total RV shipments rose 7.7% (a 2,350-unit increase) from the preceding month and 9.7% (2,920 units) above July 1991, according to figures reported by RVIA and then seasonally adjusted. Van conversions led the field, gaining 11.5% from June, followed by a 9.5% increase in motorhome shipments. Within the major sectors, notable gains from the preceding month were seen in Class B's (39.1%), micro-minis (33.3%) and fifth-wheels (24.7%).

Year-to-date, total shipments enjoyed a phenomenal 58% advance when compared with the same seven months of 1991, led once again by van conversions, which had a rise of 58% from year-to-date '91. Towables achieved a 26.4% increase in shipments from '91, while motorhomes gained 15.8%.

Statistical data is supplied by Morton J. Marcus, director of the Indiana Business Research Center at Indiana University School of Business and a member of the faculty.

ANNUAL & MONTHLY COMPARISONS OF SHIPMENTS

Type of Units	July '92	% Change From June '92	% Change From July '91	Year-to-Date 1992	% Change From '91	% Market Share '92
TOTAL RVs	**32,900**	**7.7**	**9.7**	**228,200**	**38.0**	**100.00**
Travel Trailers:						
Conventional	5,030	1.8	10.1	33,090	19.5	14.50
Park Models	680	-4.2	0.0	4,330	10.2	1.90
Fifth-wheels	3,630	24.7	43.5	22,450	45.7	9.84
All Travel Trailers	9,350	9.2	20.2	59,860	27.3	26.23
Folding Trailers	3,190	-11.6	9.6	25,030	27.3	10.97
Truck Campers	830	3.8	-10.8	6,330	14.9	2.77
TOTAL TOWABLES	**13,370**	**3.2**	**15.1**	**91,220**	**26.3**	**39.97**
Motorhomes:						
Class A	2,520	12.0	13.5	15,890	20.9	6.96
Class B	320	39.1	0.0	1,720	-25.2	0.75
Class C						
Minis & Low-profiles	1,310	-1.5	0.0	9,120	28.5	4.00
Micro-minis	120	33.3	-50.0	1,010	-19.2	0.44
Class C Total	1,430	0.0	-20.1	10,130	17.4	4.44
TOTAL MOTORHOMES	**4,270**	**9.5**	**-1.4**	**27,750**	**15.3**	**12.16**
Van Conversions	15,260	11.5	8.8	109,230	58.0	47.87

Note: Data rounded to nearest 10 units; columns may not add to total because of rounding.

COMPUTER GRAPHICS: CAROL HENRY